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CONSUMER PURCHASES OF Selected Fruits and Juices

August 1959



CPFJ- 89

UNITED STATES DEPARTMENT OF AGRICULTURE

Agricultural Marketing Service

WASHINGTON D.C.

PREFACE

This report presents estimated total household consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

October 1959

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
August 1959

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: The data in this report represent estimated total purchases :
:by household consumers only and do not include those by hotels, :
:restaurants, hospitals, or other institutional outlets. Data for:
:single months are for 4-week periods (28 days) to permit compari-:
:sons between periods of equal length. :

SUMMARY

Household consumers purchased more frozen concentrated juices, ades, and fresh citrus fruit in August 1959 than in the same month of 1958. On the other hand, purchases of canned single-strength juices declined. The 1958-59 orange and grapefruit crops were larger than the unusually small crops of a year earlier, and production of lemons continued at a high level. Fewer Florida oranges and fewer lemons were available for fresh use, however, as more of these crops were processed.

Purchases of frozen concentrated orange juice increased substantially over the low August 1958 level, although buying was small in relation to earlier years and to the record volume of production of this product. Canned lemon juice, shelf-pack orangeade, fresh oranges, and fresh grapefruit were also bought in substantially greater quantities than a year earlier. Moderate gains were reported for frozen concentrated lemonade, chilled orange juice, tomato juice, and pineapple-grapefruit drink. Other products, however, were purchased in smaller volume, with canned grapefruit juice, prune juice, canned orangeade, the miscellaneous canned single-strength juices, and fresh lemons falling as much as 14 percent from August 1958 levels. Declines ranging from 20 to 50 percent were reported for pineapple juice, canned orange juice, and the miscellaneous frozen concentrated juices.

CONCENTRATED JUICES AND ADES

August household purchases of frozen concentrated orange juice held at about the July level of 4 million gallons. ^{1/} Though substantially larger than the abnormally small volume of a year earlier, August purchases were only about 80 percent as great as the 1954-56 average for the month. This smaller-than-average volume reflected a relatively low proportion of families buying, 24.5 percent, and a comparatively small average size of purchase per buying family, 6.8 cans (6-ounce). Retail prices edged upward to 22.3 cents, the highest since December 1958, and 6.4 cents more than average.

The quantity of frozen orange concentrate produced in the 1958-59 season was about 40 percent greater than a year earlier when crops were short, and

^{1/} Data in this report are for 28-day periods to facilitate comparisons.

11 percent greater than in 1956-57, the previous high production year. However, total consumer purchases in the current season beginning with October 1958, were the smallest reported since 1952-53 (tables 1 and 7, fig. 16).

About 670,000 gallons of frozen concentrated juices other than orange were purchased for household use in August, 19 percent less than in the corresponding month of 1958. On the average, these juices retailed at 19 cents per 6-ounce can, a little less than in August a year earlier (table 12).

Consumers bought about 2.8 million gallons of frozen concentrated lemonade in August 1959. This was a 5-percent gain over the same month a year earlier, and total purchases for the season were about 10 percent ahead of the same period of 1957-58. Purchases averaged 7.3 cans (6-ounce) on a buying family basis, the largest reported in this 9-year series. About half of this gain, however, was offset by a drop from 17 to 16 percent in the proportion of families buying the product. Retail prices at 10.6 cents per 6-ounce can were slightly higher than in August 1958 (table 8).

Shelf-pack orangeade jumped 36 percent in volume over a year earlier to 152,000 gallons, the largest purchase reported for any month since July 1956. The gain was associated with more families buying, along with a larger size of purchase. The average price paid, 18.6 cents per 6-ounce can, was unchanged from a year earlier (table 9).

SINGLE-STRENGTH JUICES, ADES, AND DRINKS

A total of 1.6 million gallons of chilled orange juice was purchased in August by the 3.5 percent of the Nation's families that bought the product. This represented a gain of 5 percent in volume over a year earlier, and some gain in the proportion of families buying. The average purchase, 3.6 quarts per buying family, was made at a price of 42.4 cents per quart. With but one exception, this was the highest price reported in the 3 years these data have been available (table 13).

Purchases of canned orange juice were only about half as great as the August 1958 volume or the 3-year average purchase for the month. The proportion of families buying dropped from about 9 percent in August 1958 to 6 percent, and the average buying family purchase declined from 2.2 to 1.8 cans (46-ounce). This juice retailed at 45.5 cents per can, 9 cents more than in the preceding August and 13 cents more than the August average (table 14).

Canned grapefruit juice purchases at 652,000 cases were down moderately from August 1958. A drop of 1 percentage point in the proportion of families buying was associated with the decline. Purchases of buying families averaged about 2 cans (46-ounce), moderately more than a year earlier. Retail prices at 31 cents per 46-ounce can, while down 2.3 cents from August 1958, remained well above the 3-year average for the month (table 15).

Consumers continued purchasing lemon juice in large volume during August. There was a relatively small seasonal decline from the high July level, and the 109,000 cases purchased was the largest August volume since 1952. Moreover,

total purchases for the season beginning October 1958 were 15 percent greater than in the same period of 1957-58. The gain over August 1958 was associated with a combination of more families buying and a larger average size of purchase. Retail prices, which were a little higher, averaged 11 cents per 5½-6-ounce can (table 16).

In contrast to the pattern for most other products, prices paid for pineapple juice declined from July to August, and there was a sharp rise in purchases. Nevertheless, the quantity purchased, 1 million cases, was only about 75 percent of the August 1958 volume. Only about 9 percent of the Nation's families bought, compared with 12 percent buying a year earlier. Purchases averaged 1.9 cans (46-ounce) per buying family. Despite the decline from July, retail prices at 31.4 cents per can were 2.3 cents higher than a year earlier (table 17).

August purchases of prune juice held at the July level to halt the downtrend that has persisted during most of 1959. The total quantity purchased, however, was 14 percent less than in August a year earlier, and the average buying family purchase, 2.2 quarts, was about 10 percent smaller. The proportion of families buying, about 6 percent, also was a little smaller. Prices paid averaged 43.8 cents per quart bottle, 10 cents higher than in August 1958 (table 19).

Household purchases of tomato juice, 1.6 million cases, were moderately greater than in August 1958. As heavy declines were reported for other canned products, the share of the single-strength juice market held by this product rose from 22 to 26 percent. The average buying family bought 2.2 cans (46-ounce) of tomato juice, 8 percent more than a year earlier. Part of this gain, however, was offset by some decline in the proportion of families buying. Retail prices averaged 27.1 cents per can, 1.9 cents less than in August 1958 (table 20).

August purchases of the miscellaneous canned single-strength juices, 1.7 million cases, dropped slightly in relation to a year earlier. Purchases averaged 1.8 cans (46-ounce) for the 17 percent of the Nation's families that bought these products. On the average, these juices cost consumers 38.2 cents per can, 3 cents more than a year earlier (table 12).

Retail purchases of pineapple-grapefruit drink climbed 16 percent over August 1958 to about 1.1 million cases. An increase in the size of purchase to 2.3 cans (46-ounce) per buying family accounted for the gain. The average price paid was 30.3 cents per can, 0.4 cent more than in August 1958 (table 18).

Purchases of single-strength orangeade in August, as in July, were about 8 percent below the year-earlier level. The drop in volume was associated with a decrease in the size of the average buying family's purchase from 2.6 cans (46-ounce) to 2.3 cans. This product was retailed at an average of 29.7 cents per can, compared with 28 cents in August 1958. Total purchases for the season through August were between 6 and 7 percent behind the corresponding period of either of the 2 preceding years (table 21).

FRESH AND CANNED FRUIT

About one-fourth more fresh oranges were bought for home use in August 1959 than in the same month of 1958. Total purchases during the current season, however, were moderately smaller in comparison with the same months of 1957-58. The 1958-59 orange crops in both California-Arizona and Florida were larger than the short crops of a year earlier; however, fewer Florida oranges were available for fresh use as a larger proportion of the crop was processed. About 17 percent of the Nation's families bought oranges in August, compared with 15 percent a year earlier, and the size of the average buying families' purchase, 22.6 oranges, was also moderately larger. Consumers paid an average of 53.1 cents for a dozen oranges, 9.2 cents less than in August 1958.

About 78 percent of the oranges bought in August were grown in California-Arizona, 12 percent were not identified as to area of origin, and most of the balance was produced in Florida. California-Arizona oranges at 53.5 cents per dozen, and Florida oranges at 48.5 cents, were 8 or 9 cents cheaper than in August 1958. Prices for unidentified oranges were down about 4 cents (tables 3, 22-24, fig. 17).

Although purchases of fresh grapefruit were seasonally low, August buying was at a substantially higher level than a year earlier. About half the grapefruit purchased were produced in California-Arizona, and the rest were about equally divided between Florida grapefruit and those that consumers were unable to identify. Purchases averaged about 7.6 grapefruit per buying family, with a little more than 4 percent of the Nation's families making at least one purchase during the month. Retail prices averaged \$1.19 per dozen, compared with \$1.38 in August 1958 (tables 25-27).

Nearly the same quantity of canned grapefruit sections was bought for home use in August 1959 as in either the preceding month or in August a year earlier. About 4 percent of the Nation's families purchased the product. On the average, a buying family purchased 3.8 cans (No. 303) at a price of 20.4 cents per can, not much different from a year earlier. Total purchases through August of the current season, however, were about 10 percent less than in either of the 2 preceding years (table 28).

Consumers bought 10 percent fewer lemons in August 1959 than a year earlier, to continue the comparatively low purchase level that has persisted throughout most of 1958-59. About 24 percent of the Nation's families bought lemons during the month, compared with 26 percent in August 1958. The average family's purchase of 13.4 lemons was also a little smaller. Retail prices at 43.4 cents per dozen, were 1.4 cents higher than a year earlier (table 29).

Table 1.--Concentrated juices and ades: Summary consumer purchases, percentage of families buying and average prices paid, August 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family				Percentage of families buying		Average prices paid		
			Number		Volume						
	1959	1958	1959	1958	1959	1958	1959	1958	Unit	1959	1958
	1,000	1,000									
	<u>gallons</u>	<u>gallons</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Frozen juices:											
Orange	3,971	3,267	2.2	2.1	18.7	16.9	24.5	23.0	6	22.3	24.6
Other	670	829	1/	1/	14.4	1/	1/	1/	6	19.0	1/
Total	4,641	4,096	2.3	2.4	17.9	16.2	27.6	26.5			
Frozen ades:											
Lemon	2,780	2,651	1.7	1.6	25.7	24.9	15.8	16.9	6	10.6	10.4
Lime	2/	1/	2/	1/	2/	1/	2/	1/	6	2/	1/
Shelf-pack orangeade	152	112	1.5	1.5	17.9	16.5	1.4	1.1	6	18.6	18.6

1/ Data not available. 2/ Too few purchases reported for analysis.

Table 2.--Single-strength juices, ades and drinks: Summary consumer purchases, percentage of families buying and average prices paid, August 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family				Percentage of families buying		Average prices paid		
			Number		Volume						
	1959	1958	1959	1958	1959	1958	1959	1958	Unit	1959	1958
	1,000	1,000									
	<u>gallons</u>	<u>gallons</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Chilled orange juice	1,585	1,516	3.1	2.9	36.8	39.6	3.5	3.3	32	42.4	41.0
	1,000	1,000									
	<u>cases</u>	<u>cases</u>	<u>Number</u>	<u>Number</u>	<u>Ounces</u>	<u>Ounces</u>	<u>Percent</u>	<u>Percent</u>	<u>Ounces</u>	<u>Cents</u>	<u>Cents</u>
Canned juices:											
Orange	556	1,086	1.7	1.8	47.5	56.9	5.8	9.2	46	45.5	36.6
Grapefruit	652	679	1.5	1.5	62.1	59.6	5.7	6.6	46	31.0	33.3
Lemon	109	88	1.3	1.3	17.2	16.6	3.9	3.5	5 1/2-6	11.0	10.7
Prune	494	577	1.8	1.9	38.2	40.2	6.1	6.5	32	43.8	33.8
Pineapple	1,007	1,345	1.4	2/	63.7	2/	9.2	12.2	46	31.4	29.1
Tomato	1,621	1,554	1.6	1.6	62.2	57.7	14.2	14.5	46	27.1	29.0
Other	1,698	1,737	1.8	2/	45.6	2/	17.3	2/	46	38.2	35.1
Total	6,137	7,066	2.4	2/	51.2	2/	41.2	2/			
Single-strength orangeade	513	559	1.4	1.5	76.0	78.5	4.0	4.0	46	29.7	28.0
Pineapple-grapefruit drink	1,071	919	1.5	2/	71.7	2/	8.4	8.6	46	30.3	29.9

1/ Equivalent cases 24 No. 2 cans. 2/ Data not available.

Table 3.--Fresh and canned fruit: Summary consumer purchases, percentage of families buying and average prices paid, August 1959 and 1958 (4-week period)

Commodity	Total purchases		Purchases per buying family:				Percentage of families buying		Average prices paid per dozen	
			Number		Volume					
	1959	1958	1959	1958	1959	1958	1959	1958	1959	1958
	1,000 boxes	1,000 boxes	Number	Number	Units	Units	Percent	Percent	Cents	Cents
Fresh oranges:										
California-Arizona	676	529	2.0	2.0	11.3	10.5	13.8	11.9	53.5	64.0
Florida	68	66	1.5	1.5	12.7	13.1	1.3	1.4	48.5	56.7
Unidentified	103	77	1.4	1.4	10.7	10.4	3.1	2.5	53.7	58.1
Total 1/	865	685	2.0	2.0	11.3	10.7	16.9	14.9	53.1	62.3
Fresh grapefruit:										
California-Arizona	91	76	1.7	1.8	3.9	3.5	2.4	2.0	119.3	143.7
Florida	55	2/	1.6	2/	4.4	2/	1.1	.5	112.1	2/
Unidentified	51	38	1.5	1.5	3.9	4.0	1.6	1.0	122.0	138.7
Total 1/	200	137	1.9	1.8	4.0	3.7	4.3	3.3	118.8	138.2
Lemons	484	538	1.7	1.7	7.9	8.0	24.0	25.9	43.4	42.0
Limes	2/	3/	2/	3/	2/	3/	.9	3/	2/	3/
	1,000 cases 4/	1,000 cases 4/	Number	Number	Ounces	Ounces	Percent	Percent	Cents 5/	Cents 5/
Canned grapefruit sections	271	273	1.6	1.6	38.0	35.4	4.2	4.6	20.4	20.1

1/ Includes purchases of Texas fruit. 2/ Too few purchases reported for analysis. 3/ Data not available.
4/ Equivalent cases 24 No. 2 cans--480 ounces per case. 5/ Price per No. 303 can.

Table 4.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1957 to date

Period 1/	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice 2/		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	750	1,526	2,871	4,037	620	724	328	296	4,569	6,583
Nov.	1,176	2,162	2,796	3,981	526	750	352	308	4,850	7,201
Dec.	2,474	3,039	2,513	3,649	469	595	314	295	5,770	7,578
Oct.-Dec.	4,749	7,343	8,794	12,557	1,721	2,218	1,058	983	16,322	23,101
Jan.	2,585	2,666	2,968	3,557	475	836	356	390	6,384	7,449
Feb.	2,623	2,670	3,016	3,401	484	809	378	396	6,501	7,276
Mar.	2,465	2,297	2,970	3,353	416	976	355	417	6,206	7,043
Oct.-Mar.	13,085	15,578	18,479	23,750	3,199	5,100	2,232	2,300	36,995	46,728
Apr.	2,466	1,884	2,980	3,090	440	937	346	395	6,232	6,306
May	1,976	1,686	2,768	3,030	389	893	343	386	5,476	5,995
Jun.	1,401	1,125	2,724	2,570	357	827	311	384	4,793	4,906
Oct.-Jun.	19,210	20,651	27,533	33,149	4,453	7,954	3,307	3,550	54,503	65,304
Jul.	992	801	2,640	2,519	373	796	323	315	4,328	4,431
Aug.	865	685	2,609	2,506	333	677	282	279	4,089	4,147
Sep.		660		2,677		635		294		4,266
Season		22,970		41,460		10,192		4,526		79,148

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.

Table 5.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1957 to date

Period 1/	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
Oct.	291	1,152	527	715	231	180	1,049	2,047
Nov.	1,243	1,726	495	667	194	164	1,932	2,557
Dec.	1,664	1,825	375	554	142	134	2,181	2,513
Oct.-Dec.	3,543	5,146	1,499	2,099	602	513	5,644	7,758
Jan.	2,105	2,000	446	722	158	199	2,709	2,921
Feb.	2,376	2,336	432	639	159	185	2,967	3,160
Mar.	2,178	2,193	505	596	144	159	2,827	2,948
Oct.-Mar.	10,749	12,266	3,007	4,209	1,107	1,091	14,863	17,566
Apr.	1,958	1,638	647	657	167	187	2,772	2,482
May	1,383	1,085	648	610	144	203	2,175	1,898
Jun.	774	496	523	560	168	209	1,465	1,265
Oct.-Jun.	14,922	15,656	4,943	6,161	1,631	1,745	21,566	23,562
Jul.	312	226	495	504	199	196	1,006	926
Aug.	200	137	481	508	196	183	877	828
Sep.		81		497		222		800
Season		16,128		7,794		2,393		26,315

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

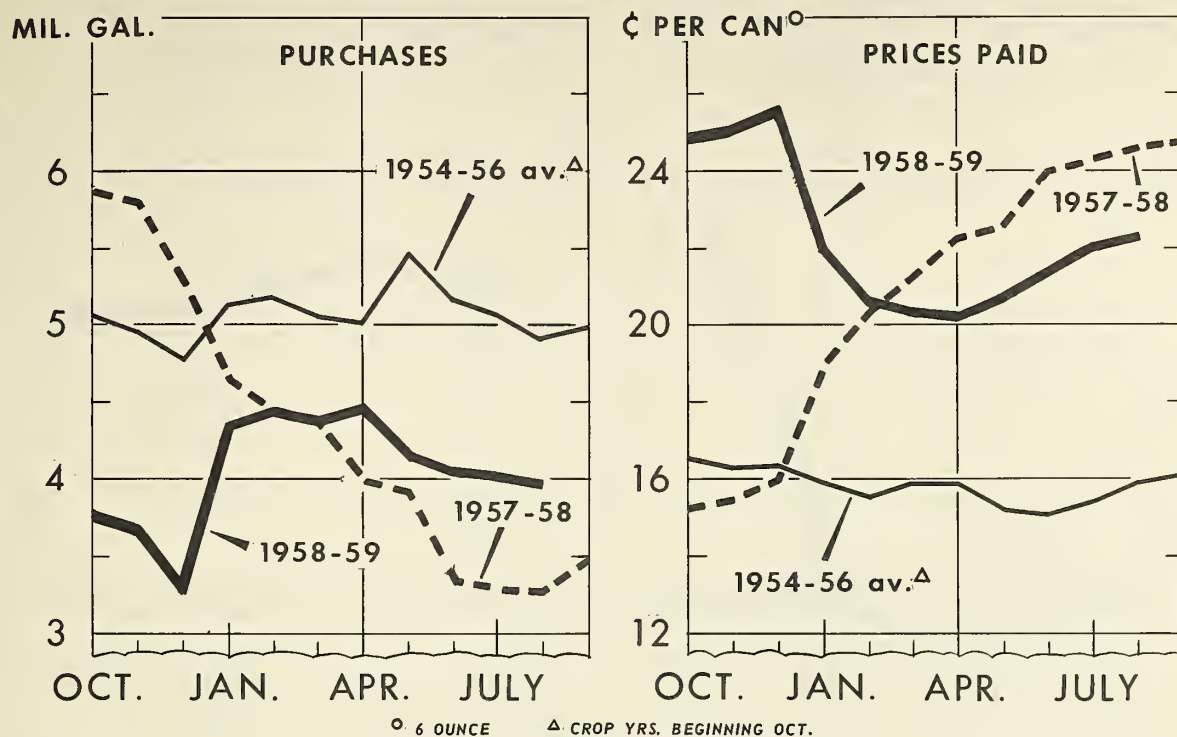
Table 6.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1957 to date

Period 1/	Fresh lemons		Lemon juice		Frozen concentrated lemonade		Total	
	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58	1958-59	1957-58
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
Oct.	248	259	61	49	99	88	408	396
Nov.	201	226	44	46	50	48	295	320
Dec.	203	243	55	52	41	43	299	338
Oct.-Dec.	703	790	168	161	196	188	1,067	1,139
Jan.	189	261	53	39	36	38	278	338
Feb.	220	242	53	48	36	40	309	330
Mar.	227	251	54	56	55	46	336	353
Oct.-Mar.	1,395	1,604	339	313	335	327	2,069	2,244
Apr.	296	295	58	57	111	92	465	444
May	393	363	102	70	311	235	806	668
Jun.	484	508	96	87	525	432	1,105	1,027
Oct.-Jun.	2,746	2,888	627	541	1,494	1,216	4,867	4,645
Jul.	530	585	129	116	571	588	1,230	1,289
Aug.	484	538	112	91	587	559	1,183	1,188
Sep.		317		67		205		589
Season		4,429		837		2,678		7,944

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 1

NEG. 6645-59(10) AGRICULTURAL MARKETING SERVICE

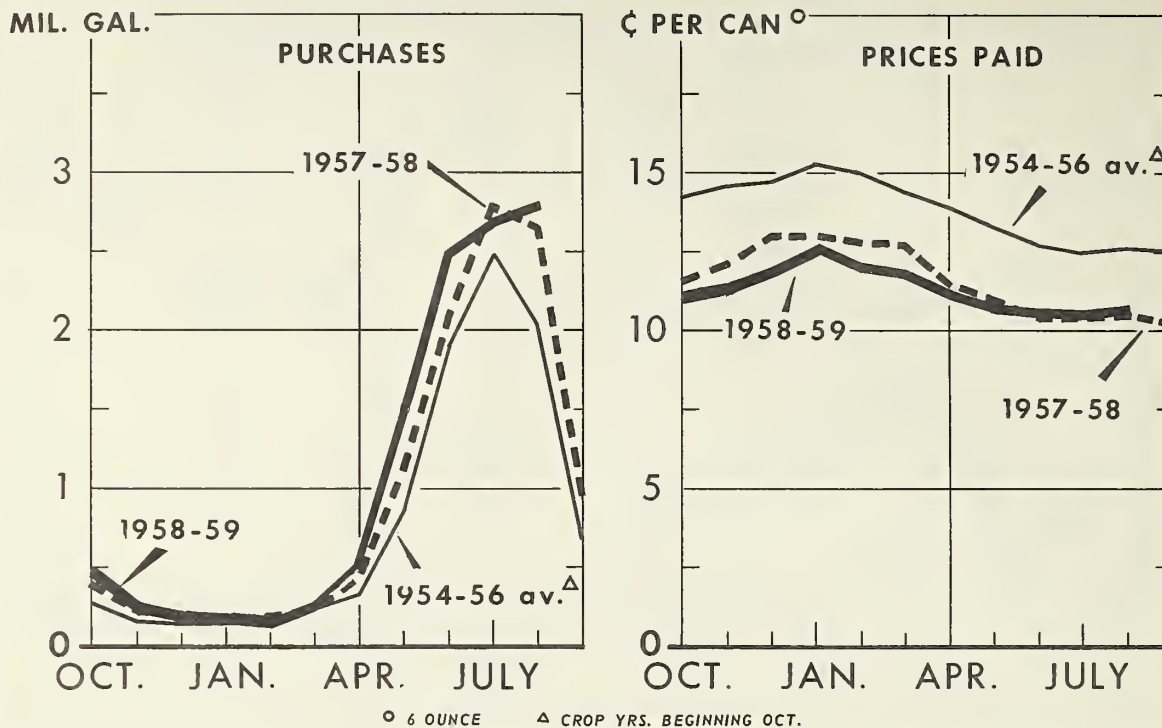
Table 7.--Frozen concentrated orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	3,743	5,851	5,064	24.4	30.9	29.3	24.8	15.2	16.6
Nov.	3,646	5,770	4,955	24.1	31.2	28.6	25.0	15.4	16.3
Dec.	3,276	5,288	4,751	22.4	29.3	28.9	25.5	15.9	16.4
Oct.-Dec.	11,465	18,198	15,902						
Jan.	4,364	4,626	5,122	25.8	27.9	27.9	22.0	18.9	15.9
Feb.	4,436	4,423	5,179	26.2	28.0	28.3	20.5	20.3	15.5
Mar.	4,367	4,360	5,043	26.1	26.7	27.7	20.3	21.2	15.8
Oct.-Mar.	25,707	32,753	32,579						
Apr.	4,448	3,992	5,006	25.8	25.2	28.0	20.2	22.2	15.8
May	4,131	3,915	5,441	24.8	24.2	30.8	20.7	22.5	15.2
Jun.	4,066	3,320	5,147	25.9	23.5	30.3	21.3	23.9	15.1
Oct.-Jun.	39,221	44,896	49,479						
Jul.	4,018	3,284	5,061	24.5	22.9	29.7	22.0	24.2	15.4
Aug.	3,971	3,267	4,897	24.5	23.0	29.3	22.3	24.6	15.9
Sep.		3,490	4,987		24.0	28.6		24.7	16.1
Season		55,732	65,680					20.0	15.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FROZEN CONCENTRATED LEMONADE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6648-59 (10) AGRICULTURAL MARKETING SERVICE

Table 8.--Frozen concentrated lemonade: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	467	415	275	3.8	3.6	3.8	11.0	11.5	14.2
Nov.	236	228	163	2.4	2.3	1.9	11.3	12.0	14.6
Dec.	192	203	147	2.0	2.4	1.9	11.9	12.9	14.7
Oct.-Dec.	930	891	626						
Jan.	171	181	150	1.9	2.3	2.1	12.6	12.9	15.2
Feb.	169	191	153	1.9	2.3	1.9	12.0	12.7	15.0
Mar.	261	216	217	2.6	2.1	2.8	11.8	12.6	14.4
Oct.-Mar.	1,587	1,548	1,188						
Apr.	528	434	320	4.4	4.7	3.5	11.2	11.4	13.9
May	1,472	1,115	846	11.2	8.8	8.5	10.7	10.8	13.2
Jun.	2,487	2,048	1,908	16.0	14.3	17.0	10.5	10.3	12.7
Oct.-Jun.	7,081	5,761	4,578						
Jul.	2,708	2,786	2,463	16.9	18.4	19.1	10.4	10.3	12.5
Aug.	2,780	2,651	2,035	15.8	16.9	16.0	10.6	10.4	12.6
Sep.		973	699		7.8	6.4		10.2	12.5
Season		12,691	10,171					10.6	12.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 9.--Shelf-pack orangeade: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

Period <u>1/</u>	Purchases			Families buying			Prices paid per 6-oz. can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	123	117	0.9	1.0	1.3	2/	17.2	16.9
Nov.	2/	2/	2/	.9	.8	.8	2/	2/	2/
Dec.	88	2/	87	1.0	.8	1.0	19.3	2/	17.3
Oct.-Dec.	306	342	304						
Jan.	2/	109	2/	.9	1.0	.9	2/	16.9	2/
Feb.	2/	106	2/	.8	1.0	.9	2/	17.0	2/
Mar.	104	96	2/	1.0	1.0	.8	19.3	17.6	2/
Oct.-Mar.	597	678	576						
Apr.	106	127	124	1.0	1.2	1.1	19.0	19.0	17.1
May	128	153	85	1.2	1.3	1.0	18.9	17.7	17.1
Jun.	138	144	107	1.4	1.6	1.1	18.8	17.9	17.0
Oct.-Jun.	1,008	1,147	920						
Jul.	126	148	114	1.2	1.4	1.3	18.8	17.8	16.9
Aug.	152	112	124	1.4	1.1	1.3	18.6	18.6	16.3
Sep.		92	2/		1.1	.8		18.7	2/
Season		1,516	1,277					17.8	17.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

Table 10.--All frozen concentrated juices: Consumer purchases and percentage of families buying October 1957 to date and 3-year monthly average 1954-56

Period <u>1/</u>	Purchases			Families buying		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent
Oct.	4,544	6,478	5,608	27.7	32.9	30.9
Nov.	4,437	6,405	5,434	27.1	33.5	30.1
Dec.	3,983	5,936	5,243	25.3	31.9	30.7
Oct.-Dec.	13,918	20,232	17,541			
Jan.	5,006	5,408	5,692	28.1	30.9	29.7
Feb.	5,091	5,276	5,753	28.6	31.2	30.1
Mar.	5,057	5,181	5,652	28.8	30.0	29.6
Oct.-Mar.	30,305	37,466	36,129			
Apr.	5,204	4,876	5,574	28.6	28.9	29.9
May	4,871	4,685	6,057	27.6	27.6	32.9
Jun.	4,867	4,074	5,816	28.7	26.8	32.9
Oct.-Jun.	46,298	52,242	55,042			
Jul.	4,752	4,142	5,764	27.0	27.1	32.4
Aug.	4,641	4,096	5,533	27.6	26.5	31.6
Sep.		4,293	5,569		27.4	31.1
Season		65,799	73,323			

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 11.--All canned single-strength juices: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases 2/			Families buying			Equivalent prices paid per No. 2 can		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1954-55/1956-57	1954-55/1956-57	1954-55/1956-57	1954-55/1956-57	1954-55/1956-57	1954-55/1956-57	1954-55/1956-57	1954-55/1956-57	1954-55/1956-57
	1,000 cases 3/	1,000 cases 3/	1,000 cases 3/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	7,188	7,462	6,911	46.3	50.1	46.6	15.0	13.5	13.4
Nov.	6,657	7,587	6,637	45.4	50.7	45.9	15.3	13.5	13.5
Dec.	6,049	6,576	6,418	42.9	47.1	46.0	15.6	13.8	13.7
Oct.-Dec.	21,403	23,255	21,563						
Jan.	6,876	7,850	7,156	46.5	50.9	47.2	15.5	13.4	13.5
Feb.	6,685	7,723	7,363	45.7	51.3	47.7	15.6	13.5	13.3
Mar.	6,950	8,185	7,420	46.6	52.0	49.0	15.3	13.7	13.3
Oct.-Mar.	43,615	49,130	45,404						
Apr.	7,155	7,963	7,343	46.8	51.5	48.2	15.0	13.9	13.3
May	6,772	8,090	7,406	45.2	51.4	48.2	15.1	13.9	13.3
Jun.	6,586	7,182	7,323	44.7	51.3	49.1	15.3	14.0	13.4
Oct.-Jun.	65,517	74,649	69,303						
Jul.	6,272	7,348	7,120	43.1	51.4	47.8	15.9	14.4	13.6
Aug.	6,137	7,066	6,754	41.2	47.6	47.6	15.7	14.4	13.6
Sep.		6,718	6,727		46.9	45.9		14.7	13.6
Season		97,402	91,509					13.9	13.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ 1956-58 adjusted to exclude pineapple-grapefruit drink. 3/ Equivalent cases 24 No. 2 cans...432 oz. per case.

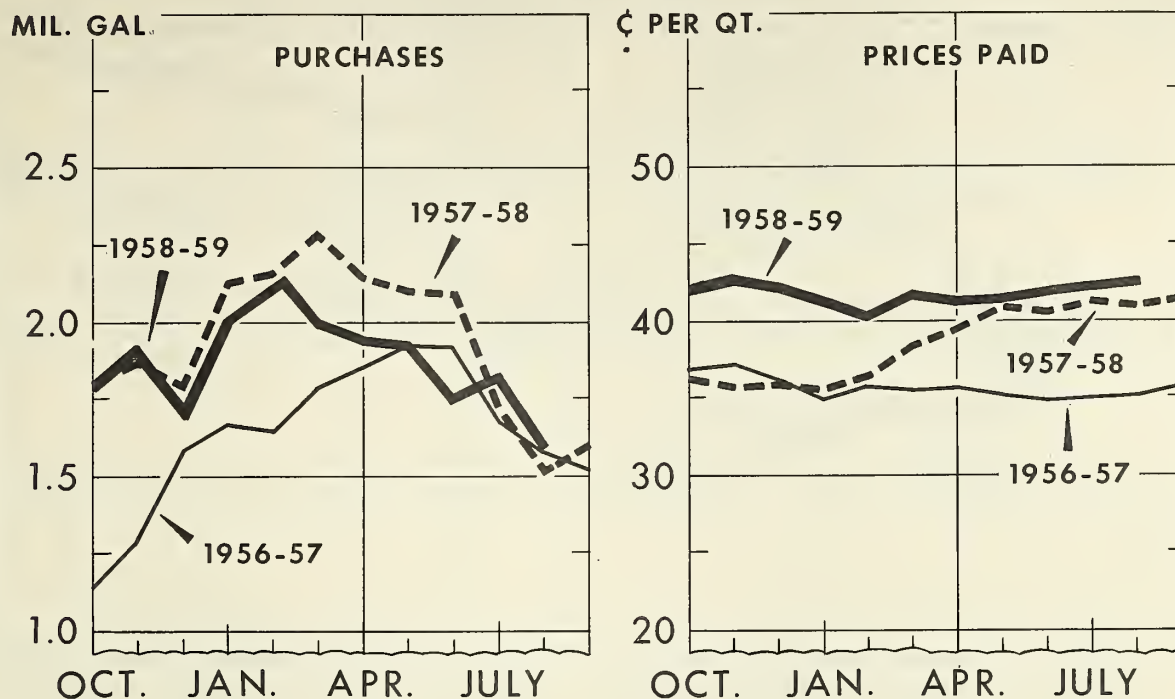
Table 12.--Frozen concentrated and canned single-strength juices not individually reported: Consumer purchases, October 1956 to date

Period 1/	Frozen concentrated juices 2/			Canned single-strength juices 3/		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1954-55/1956-57	1954-55/1956-57	1954-55/1956-57	1954-55/1956-57	1954-55/1956-57	1954-55/1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/
Oct.	801	627	532	1,746	1,610	1,344
Nov.	791	635	450	1,712	1,439	1,293
Dec.	707	648	503	1,631	1,441	1,354
Oct.-Dec.	2,453	2,034	1,631	5,510	4,823	4,274
Jan.	642	782	578	1,845	1,652	1,440
Feb.	655	853	599	1,806	1,694	1,487
Mar.	690	821	633	1,807	1,924	1,519
Oct.-Mar.	4,598	4,713	3,599	11,441	10,564	9,131
Apr.	756	884	538	1,720	1,833	1,397
May	740	770	598	1,833	1,970	1,631
Jun.	801	754	673	1,804	1,926	1,583
Oct.-Jun.	7,077	7,346	5,565	17,259	16,781	14,104
Jul.	734	858	690	1,813	1,906	1,475
Aug.	670	829	621	1,698	1,737	1,475
Sep.		803	567		1,618	1,363
Season		10,067	7,609		22,469	18,743

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Excludes frozen concentrated orange juice. 3/ Excludes canned single-strength orange, grapefruit, lemon, pineapple, prune, and tomato juices. 4/ Equivalent cases 24 No. 2 cans...432 oz. per case.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6646-59(10) AGRICULTURAL MARKETING SERVICE

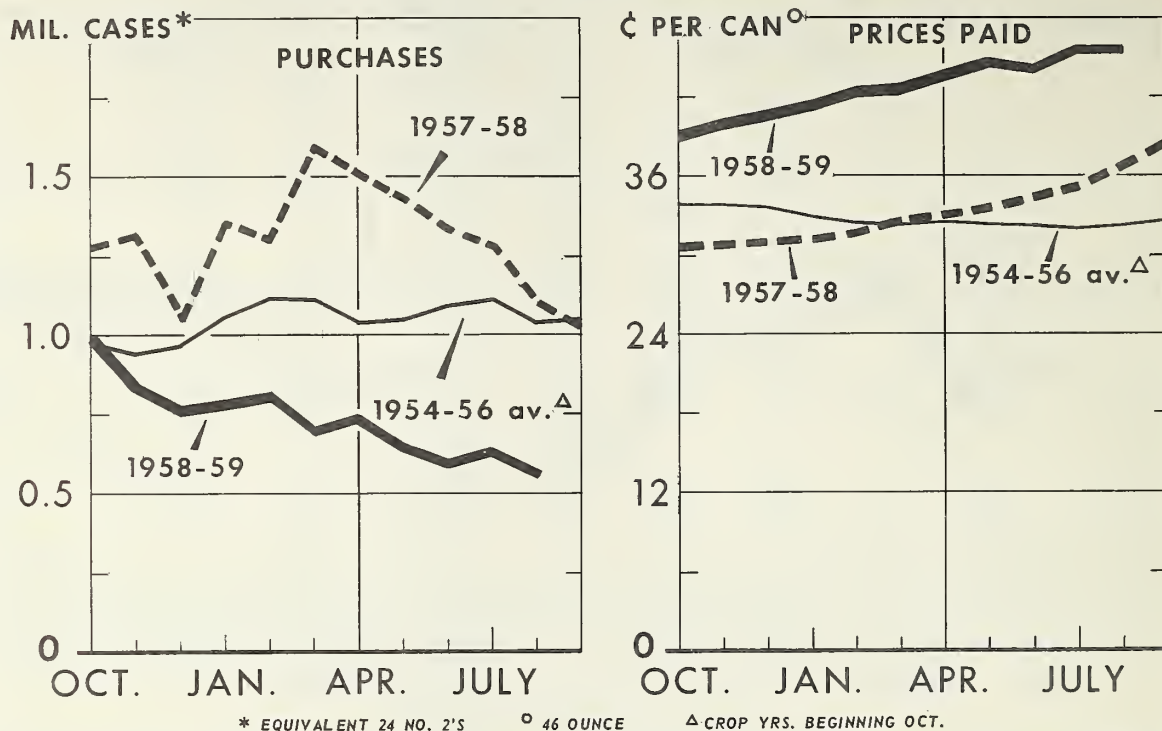
Table 13.--Chilled orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per quart		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents 2/	Cents 3/	Cents 3/
Oct.	1,782	1,794	1,146	3.6	3.5	3.0	41.8	36.3	36.8
Nov.	1,911	1,869	1,296	3.5	4.1	2.7	42.5	35.8	37.3
Dec.	1,706	1,786	1,579	3.4	3.5	3.3	42.1	35.9	36.1
Oct.-Dec.	5,749	5,958	4,398						
Jan.	2,002	2,129	1,666	4.4	4.3	3.2	41.2	35.4	35.0
Feb.	2,124	2,163	1,650	4.8	4.7	3.6	40.2	36.4	35.7
Mar.	1,993	2,277	1,794	4.4	4.8	3.4	41.6	38.4	35.5
Oct.-Mar.	12,343	13,153	9,968						
Apr.	1,942	2,147	1,858	4.1	4.4	3.6	41.2	39.6	35.6
May	1,925	2,099	1,937	4.1	4.2	3.5	41.4	40.9	35.2
Jun.	1,748	2,087	1,933	3.9	4.0	3.7	41.9	40.4	34.9
Oct.-Jun.	18,385	19,944	16,185						
Jul.	1,815	1,714	1,674	4.0	3.4	3.3	42.1	41.2	35.0
Aug.	1,585	1,516	1,574	3.5	3.3	3.1	42.4	41.0	35.1
Sep.		1,600	1,525		3.2	3.0		41.4	35.7
Season		25,247	21,347					38.4	35.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Price per actual quart. 3/ Price per equivalent quart.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6649-59 (10) AGRICULTURAL MARKETING SERVICE

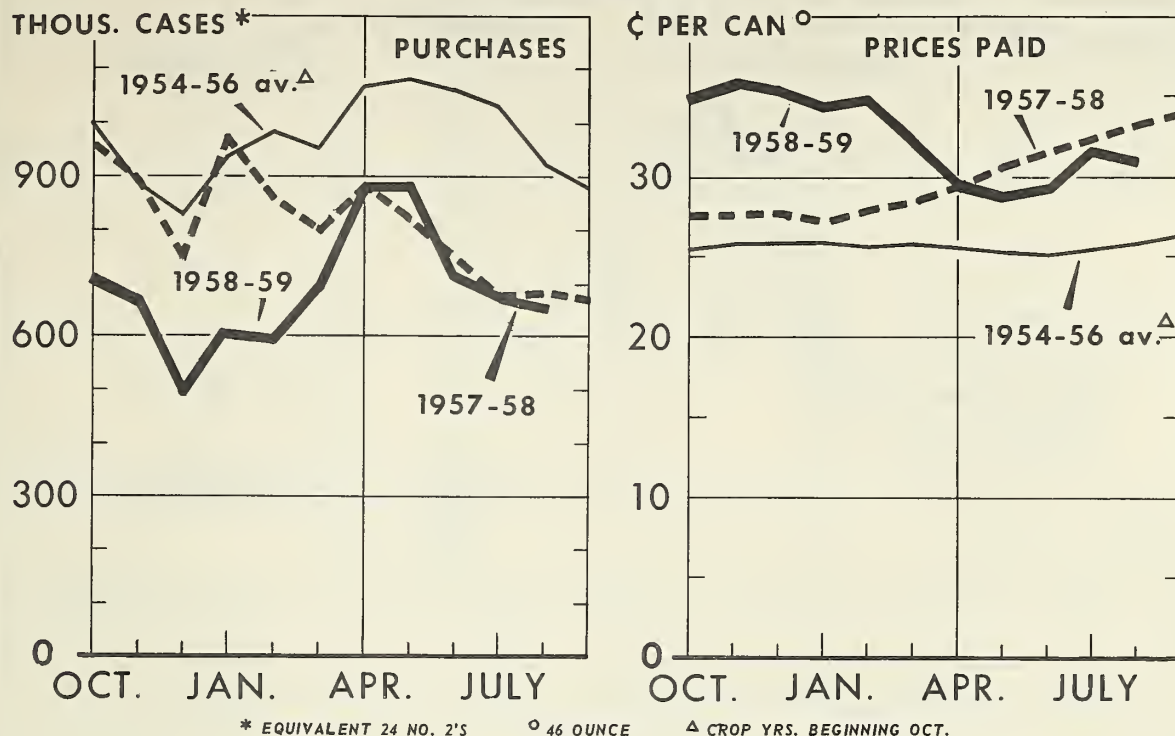
Table 14.--Single-strength orange juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date, and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	996	1,268	978	9.1	10.9	7.9	39.1	30.6	33.8
Nov.	846	1,313	944	8.4	11.5	8.0	39.9	30.7	33.8
Dec.	754	1,042	968	7.5	9.6	7.9	40.5	30.9	33.5
Oct.-Dec.	2,767	3,885	3,121						
Jan.	791	1,353	1,055	7.6	11.8	8.0	41.6	31.1	32.7
Feb.	806	1,309	1,118	8.0	11.0	9.1	42.2	31.7	32.3
Mar.	694	1,580	1,113	6.7	11.8	9.1	42.5	32.6	32.2
Oct.-Mar.	5,231	8,548	6,685						
Apr.	734	1,504	1,033	7.0	11.4	9.2	43.5	32.8	32.4
May	650	1,433	1,046	6.3	11.0	8.1	44.5	33.4	32.3
Jun.	596	1,328	1,087	6.2	11.0	9.0	44.0	34.3	32.2
Oct.-Jun.	7,324	13,129	10,120						
Jul.	623	1,277	1,110	6.3	10.4	9.9	45.4	35.2	32.0
Aug.	556	1,086	1,036	5.8	9.2	9.6	45.5	36.6	32.2
Sep.		1,020	1,044		9.2	9.5		38.3	32.5
Season		16,721	13,566					33.0	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 6650-59(10) AGRICULTURAL MARKETING SERVICE

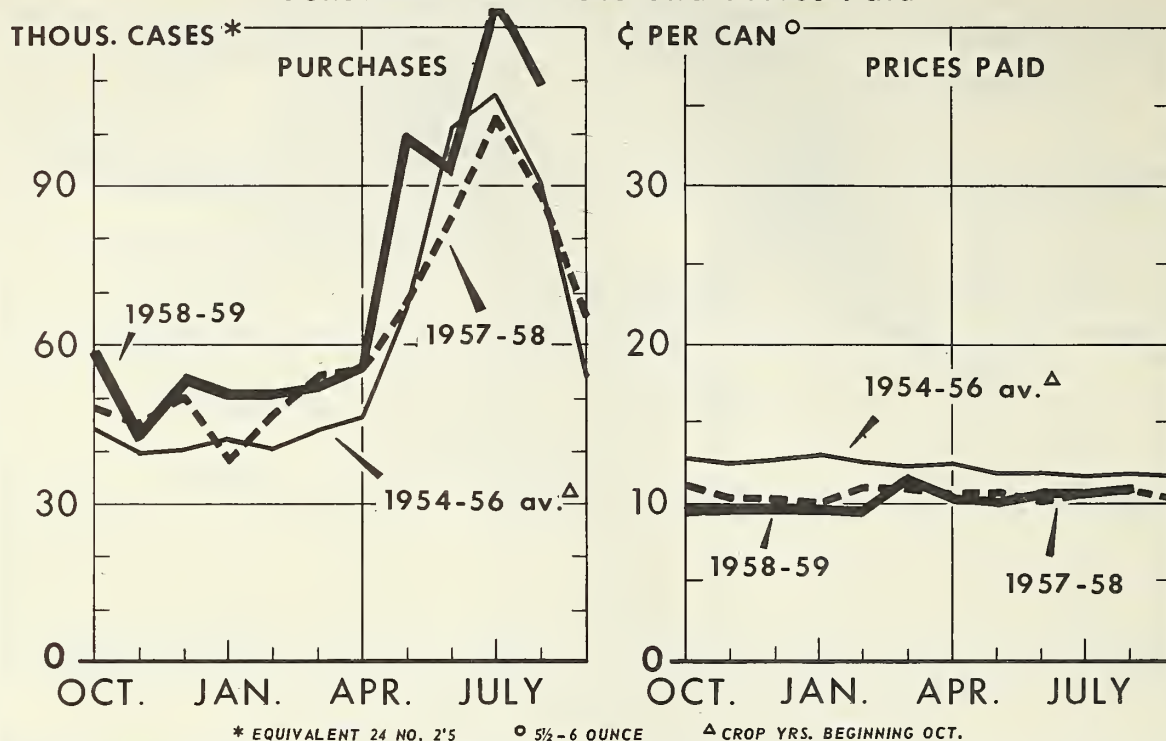
Table 15.--Single-strength grapefruit juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	706	959	1,015	6.6	8.1	8.0	35.0	27.4	25.6
Nov.	663	894	883	5.8	7.8	7.2	35.7	27.4	25.9
Dec.	502	743	824	5.1	6.6	6.6	35.6	27.6	25.9
Oct.-Dec.	2,007	2,814	2,927						
Jan.	609	967	938	5.8	8.5	7.9	34.5	27.3	25.9
Feb.	590	855	983	5.7	7.7	8.1	34.8	28.1	25.7
Mar.	689	798	950	6.5	6.9	7.3	32.4	28.4	25.9
Oct.-Mar.	4,064	5,639	6,037						
Apr.	880	879	1,069	7.3	7.8	8.3	29.6	29.5	25.7
May	882	815	1,083	7.5	7.4	8.1	28.8	30.4	25.4
Jun.	712	749	1,063	6.3	7.2	7.5	29.4	31.4	25.2
Oct.-Jun.	6,698	8,248	9,503						
Jul.	671	674	1,032	5.8	6.1	7.4	31.7	32.4	25.5
Aug.	652	679	922	5.7	6.6	7.2	31.0	33.3	25.9
Sep.		664	875		6.1	7.2		34.1	26.5
Season		10,431	12,557					29.5	25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH LEMON JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6651-59 (10) AGRICULTURAL MARKETING SERVICE

Table 16.--Single-strength lemon juice: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 5½-6-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	59	48	44	2.4	2.2	2.2	9.7	11.1	12.8
Nov.	43	45	39	2.1	2.0	1.8	9.8	10.3	12.4
Dec.	53	50	40	2.2	2.3	2.0	9.8	10.3	12.7
Oct.-Dec.	163	156	137						
Jan.	51	38	42	2.2	1.9	2.1	9.8	10.0	13.1
Feb.	51	47	40	2.3	2.2	2.0	9.7	11.1	12.8
Mar.	52	54	44	2.4	2.3	2.5	11.5	11.0	12.4
Oct.-Mar.	329	304	274						
Apr.	56	55	46	2.6	2.6	2.3	10.4	10.4	12.5
May	99	68	67	3.7	3.1	2.9	10.1	10.6	12.0
Jun.	93	84	101	4.2	3.6	4.5	10.7	10.0	12.0
Oct.-Jun.	609	525	506						
Jul.	125	113	117	4.5	4.6	4.5	10.6	10.6	11.8
Aug.	109	88	90	3.9	3.5	3.4	11.0	10.7	11.9
Sep.		65	54		2.8	2.6		10.3	11.7
Season		812	786					10.5	12.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

Table 17.--Pineapple juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average : 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average : 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,201	1,248	1,352	11.6	12.2	12.5	30.5	29.6	27.9
Nov.	1,056	1,277	1,220	10.4	12.9	12.6	30.8	29.0	28.4
Dec.	997	1,121	1,174	9.7	11.0	12.4	32.0	29.3	28.4
Oct.-Dec.	3,501	3,886	4,027						
Jan.	1,056	1,264	1,285	10.4	12.1	12.5	31.9	29.3	28.1
Feb.	1,029	1,304	1,424	10.0	12.4	12.7	32.1	28.5	27.7
Mar.	1,079	1,297	1,400	10.4	12.4	12.9	32.2	29.1	27.5
Oct.-Mar.	6,929	8,046	8,507						
Apr.	1,066	1,172	1,388	10.6	11.8	12.5	32.5	29.6	27.4
May	926	1,368	1,312	9.3	12.6	11.2	32.1	29.0	27.7
Jun.	941	1,284	1,335	9.4	12.3	10.8	32.7	28.6	27.7
Oct.-Jun.	10,046	12,164	12,878						
Jul.	836	1,239	1,253	8.7	12.1	11.7	33.4	29.5	28.0
Aug.	1,007	1,345	1,251	9.2	12.2	10.2	31.4	29.1	28.0
Sep.		1,138	1,248		10.8	9.9		30.1	28.1
Season		16,174	16,906					28.5	27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

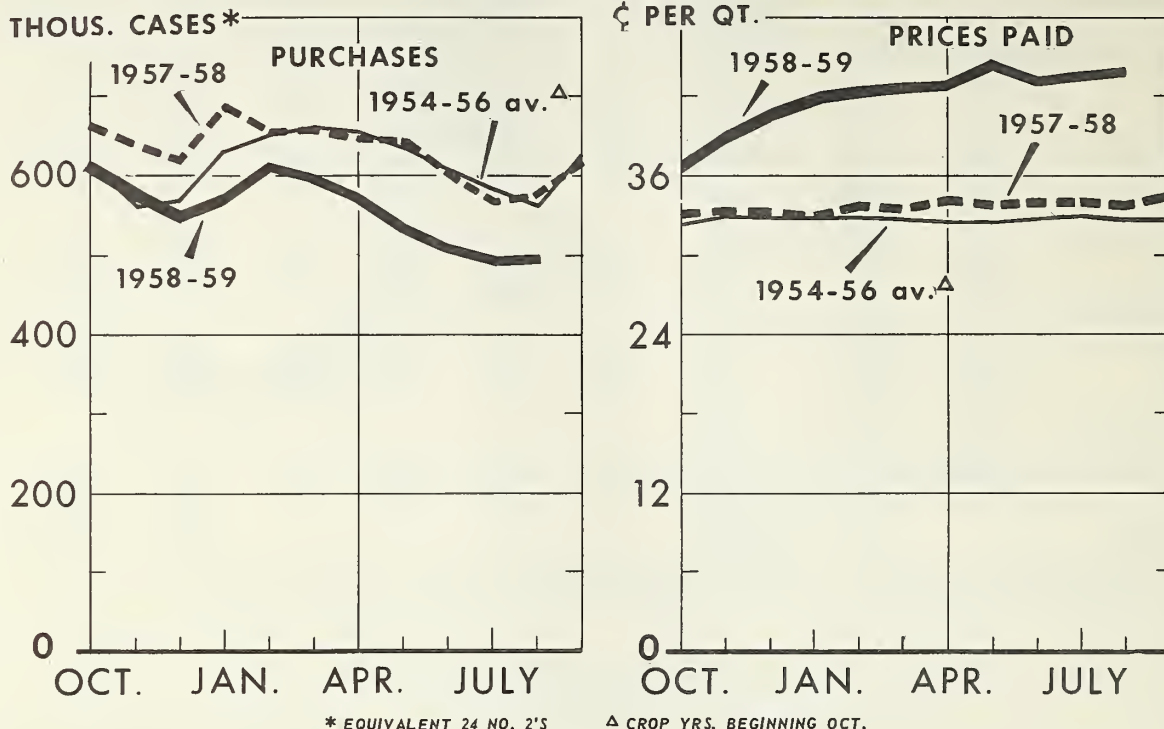
Table 18.--Pineapple-grapefruit drink: Consumer purchases, percentage of families buying, and average prices paid October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	935	718	276	8.5	6.8	2.8	30.0	29.8	28.0
Nov.	997	599	232	9.1	6.0	2.2	29.4	30.4	28.2
Dec.	862	471	186	7.5	5.0	2.4	30.0	31.1	28.6
Oct.-Dec.	2,978	1,911	764						
Jan.	1,026	585	272	8.9	5.9	2.8	30.3	30.4	29.2
Feb.	1,169	748	309	9.9	6.9	3.4	29.7	29.6	29.2
Mar.	973	755	423	8.6	6.9	3.9	30.5	29.4	29.3
Oct.-Mar.	6,433	4,183	1,850						
Apr.	1,000	621	443	8.5	6.3	4.4	30.5	30.9	29.2
May	1,079	808	549	9.4	7.3	5.7	29.9	30.2	27.9
Jun.	963	1,068	671	8.1	9.2	7.6	30.3	29.1	27.7
Oct.-Jun.	9,701	6,890	3,630						
Jul.	956	973	813	8.4	8.8	7.1	30.9	29.6	28.1
Aug.	1,071	919	828	8.4	8.6	7.1	30.3	29.9	28.4
Sep.		785	610		7.1	6.1		31.0	29.3
Season		9,794	6,024					30.0	28.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6652-59 (10) AGRICULTURAL MARKETING SERVICE.

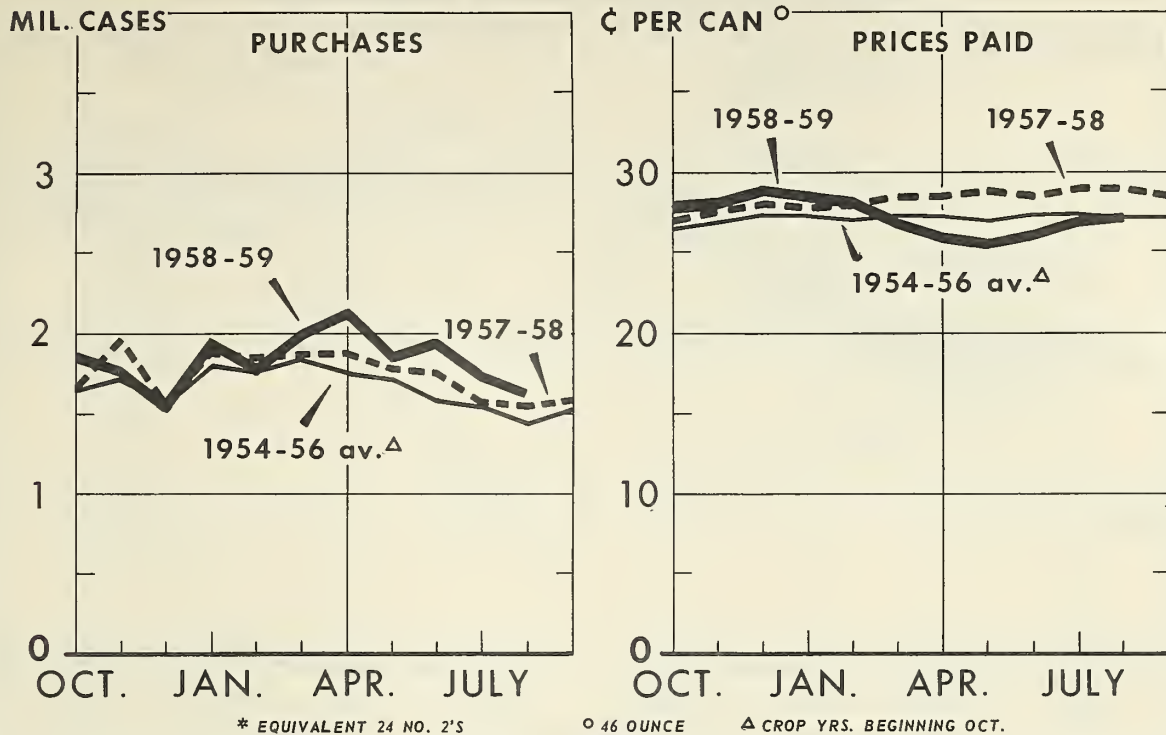
Table 19.--Prune juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per quart		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	613	666	615	7.1	7.7	8.1	36.7	33.0	32.3
Nov.	578	634	562	7.0	7.4	7.6	38.9	33.2	32.8
Dec.	552	619	569	6.7	7.3	7.6	40.5	33.1	32.7
Oct.-Dec.	1,859	2,047	1,872						
Jan.	572	684	629	7.1	7.7	7.8	42.0	32.9	32.7
Feb.	608	655	651	7.3	7.5	7.6	42.3	33.6	32.7
Mar.	596	659	660	6.9	7.6	8.9	42.6	33.4	32.6
Oct.-Mar.	3,768	4,205	3,972						
Apr.	572	644	653	6.9	7.4	8.0	42.9	34.0	32.4
May	536	642	636	6.3	7.0	7.4	44.2	33.7	32.4
Jun.	507	600	603	6.0	6.7	7.2	43.2	33.9	32.6
Oct.-Jun.	5,477	6,200	6,011						
Jul.	492	566	585	6.3	6.8	7.2	43.4	33.9	32.9
Aug.	494	577	566	6.1	6.5	7.0	43.8	33.8	32.7
Sep.		617	623		6.8	7.8		34.3	32.7
Season		8,091	7,923					33.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6653-59 (10) AGRICULTURAL MARKETING SERVICE

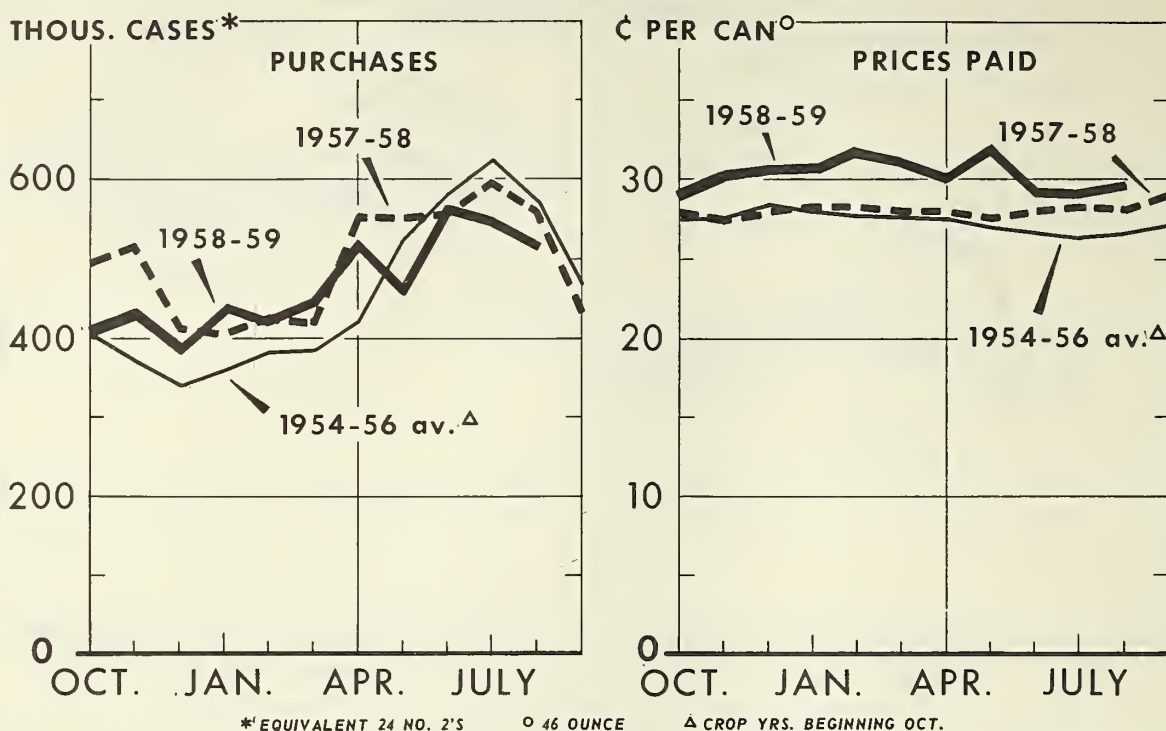
Table 20.--Tomato juice: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/1956-57
	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,867	1,663	1,640	17.0	16.5	16.3	27.8	27.0	26.5
Nov.	1,759	1,985	1,720	16.3	20.9	16.8	28.1	27.5	26.9
Dec.	1,560	1,560	1,582	15.9	16.1	16.8	28.9	28.0	27.4
Oct.-Dec.	5,596	5,644	5,390						
Jan.	1,952	1,892	1,818	18.1	18.8	17.8	28.5	27.7	27.4
Feb.	1,795	1,859	1,773	17.6	18.1	18.2	28.0	27.9	27.0
Mar.	2,033	1,873	1,846	18.1	18.1	19.2	26.9	28.5	27.3
Oct.-Mar.	11,853	11,824	11,282						
Apr.	2,127	1,876	1,755	18.5	18.6	18.9	26.0	28.5	27.2
May	1,846	1,794	1,715	16.0	17.4	18.1	25.6	28.7	27.0
Jun.	1,933	1,751	1,593	16.9	17.1	17.3	26.1	28.5	27.4
Oct.-Jun.	18,104	17,602	16,772						
Jul.	1,712	1,573	1,553	15.0	17.2	16.1	26.9	29.1	27.5
Aug.	1,621	1,554	1,449	14.2	14.5	16.1	27.1	29.0	27.3
Sep.		1,596	1,536		15.6	16.1		28.5	27.2
Season		22,704	21,657					28.2	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH ORANGEADE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 6647-59(10) AGRICULTURAL MARKETING SERVICE

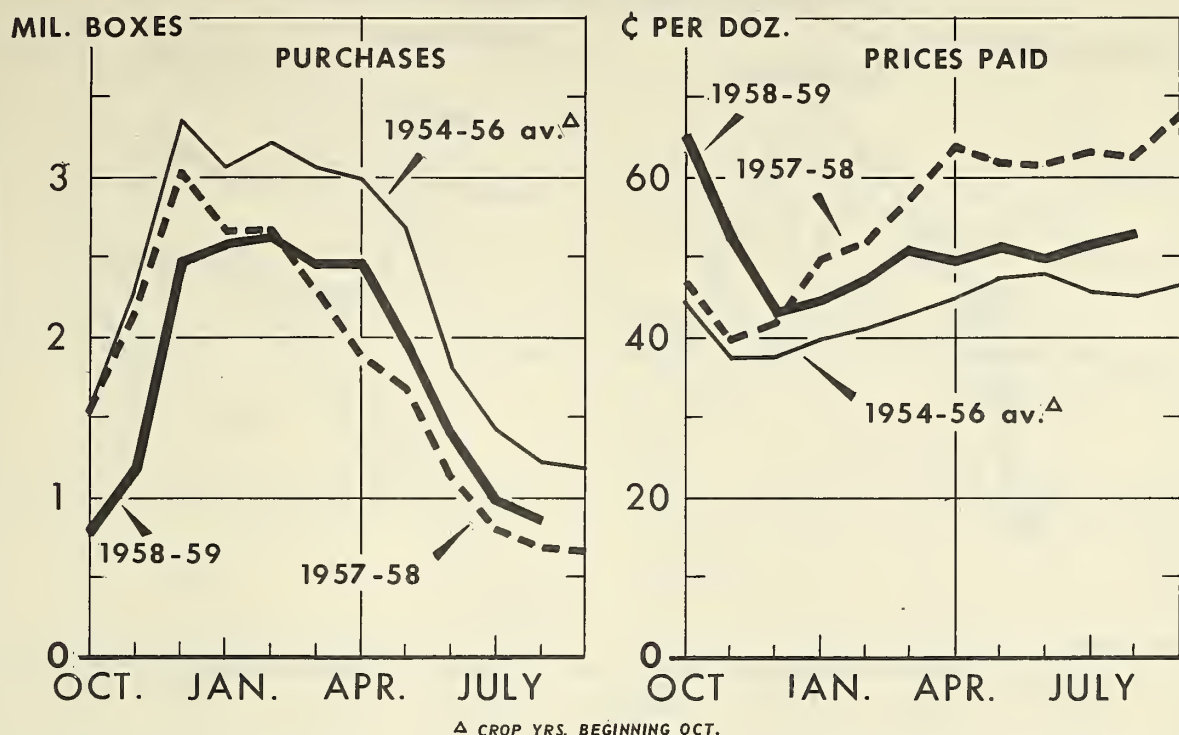
Table 21.--Single-strength orangeade: Consumer purchases, percentage of families buying and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	408	494	403	3.1	3.9	3.4	29.3	28.0	27.5
Nov.	431	518	373	3.4	3.6	3.4	30.1	27.5	27.5
Dec.	390	412	340	2.8	3.0	2.9	30.5	27.9	28.2
Oct.-Dec.	1,304	1,514	1,190						
Jan.	440	402	359	3.5	2.9	2.6	30.6	28.2	28.0
Feb.	421	424	383	3.3	3.2	3.2	31.5	28.2	27.8
Mar.	444	417	385	3.7	3.2	3.2	31.0	27.8	27.7
Oct.-Mar.	2,691	2,867	2,422						
Apr.	517	553	420	4.0	4.4	3.4	30.3	27.9	27.5
May	461	550	524	3.6	3.7	4.2	31.7	27.4	27.0
Jun.	568	553	581	4.2	4.1	4.8	29.4	27.8	26.6
Oct.-Jun.	4,409	4,678	4,069						
Jul.	542	594	621	3.9	4.6	4.4	29.2	28.1	26.3
Aug.	513	559	572	4.0	4.0	4.4	29.7	28.0	26.6
Sep.		428	466		3.5	3.4		29.0	27.1
Season		6,358	5,875					28.0	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

ALL FRESH ORANGES

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655-59 (10) AGRICULTURAL MARKETING SERVICE.

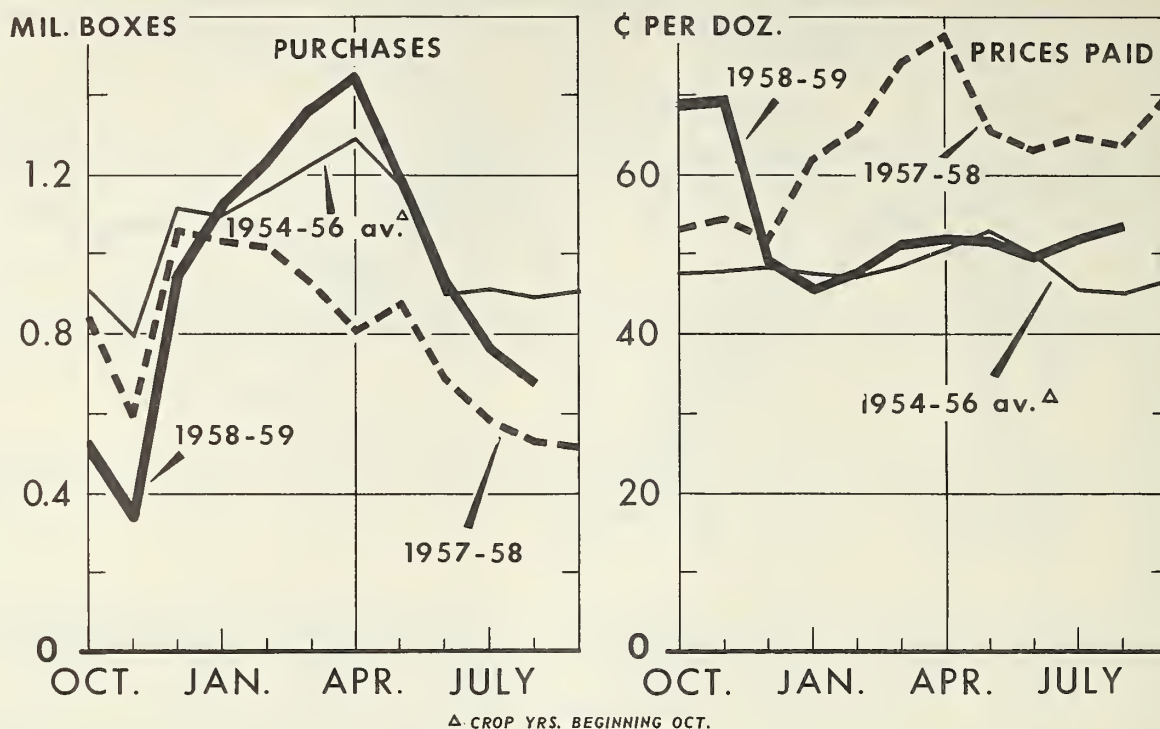
Table 22.--Fresh oranges, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period ^{1/}	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	750	1,526	1,506	16.3	29.0	25.7	64.7	46.9	44.2
Nov.	1,176	2,162	2,276	26.3	36.8	37.7	52.3	39.8	37.5
Dec.	2,474	3,039	3,360	44.8	48.1	47.5	43.4	41.6	37.9
Oct.-Dec.	4,749	7,343	7,900						
Jan.	2,585	2,666	3,060	41.8	41.2	43.4	44.6	49.5	39.9
Feb.	2,623	2,670	3,214	42.8	44.0	43.7	46.6	51.9	40.9
Mar.	2,465	2,297	3,059	40.5	39.7	42.0	50.1	56.8	43.0
Oct.-Mar.	13,085	15,578	15,167						
Apr.	2,466	1,884	2,986	38.2	33.7	42.8	49.9	63.7	44.8
May	1,976	1,686	2,682	34.5	32.1	39.8	51.2	62.0	47.4
Jun.	1,401	1,125	1,801	27.5	24.2	33.6	49.8	61.5	47.8
Oct.-Jun.	19,210	20,651	26,025						
Jul.	992	801	1,422	19.9	17.0	25.8	51.6	62.8	45.4
Aug.	865	685	1,207	16.9	14.9	21.2	53.1	62.3	45.2
Sep.		660	1,170		13.3	20.8		67.8	46.2
Season		22,970	30,113					52.2	42.6

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FRESH CALIFORNIA-ARIZONA ORANGES

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6656-59 (10) AGRICULTURAL MARKETING SERVICE

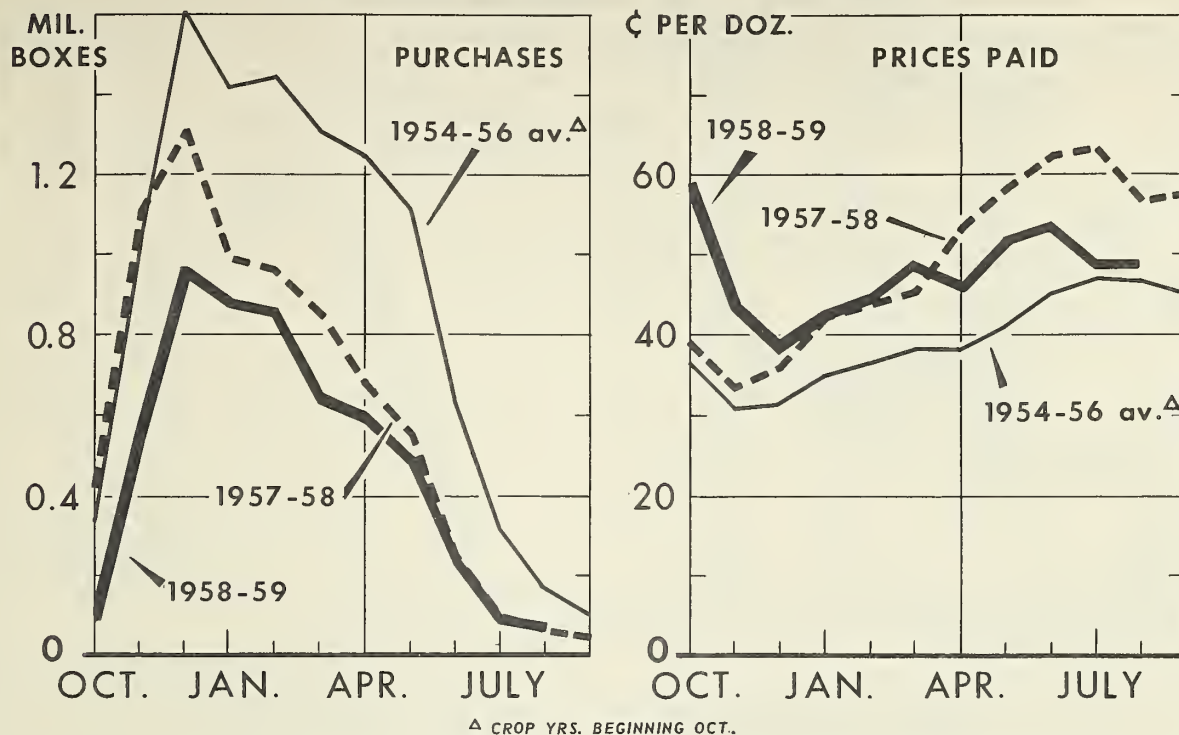
Table 23.--Fresh oranges, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	525	842	912	11.6	17.8	18.9	68.4	53.1	47.7
Nov.	338	593	799	9.8	13.9	18.2	69.2	54.4	47.8
Dec.	947	1,060	1,114	23.6	24.0	24.3	48.9	51.9	48.3
Oct.-Dec.	1,894	2,701	3,083						
Jan.	1,131	1,031	1,092	22.5	21.4	20.1	45.7	61.9	47.8
Feb.	1,221	1,017	1,159	23.4	21.6	20.5	47.9	65.8	46.9
Mar.	1,374	922	1,227	26.2	20.3	21.4	51.4	74.5	48.5
Oct.-Mar.	5,935	5,924	6,865						
Apr.	1,435	803	1,291	25.8	18.5	23.6	52.1	77.7	50.7
May	1,195	872	1,176	24.3	21.2	22.8	51.8	65.6	53.0
Jun.	932	685	900	20.6	17.6	21.7	49.8	62.9	50.1
Oct.-Jun.	9,700	8,515	10,453						
Jul.	770	587	914	16.2	13.4	19.0	51.9	64.8	45.5
Aug.	676	529	889	13.8	11.9	16.7	53.5	64.0	45.3
Sep.		517	908		10.6	17.0		70.3	46.6
Season		10,280	13,393					63.2	48.3

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FRESH FLORIDA ORANGES

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 12

NEG. 6657-59 (9) AGRICULTURAL MARKETING SERVICE

Table 24.--Fresh oranges, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period ^{1/}	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
			1954-55/ 1956-57						1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	85	427	337	2.1	9.0	3.9	58.8	39.0	36.3
Nov.	545	1,114	1,043	11.8	18.4	16.4	43.5	33.4	30.9
Dec.	964	1,310	1,609	15.7	18.7	20.3	38.6	35.9	31.5
Oct.-Dec.	1,764	3,135	3,343						
Jan.	879	991	1,419	15.2	14.4	19.2	43.1	42.0	34.7
Feb.	859	959	1,442	14.9	16.2	18.8	45.0	43.6	36.7
Mar.	646	851	1,301	11.0	15.0	16.7	49.0	45.1	38.2
Oct.-Mar.	4,353	6,153	7,848						
Apr.	606	675	1,244	9.7	11.3	16.1	46.0	52.9	38.2
May	486	552	1,118	8.3	8.8	14.7	51.5	58.1	40.7
Jun.	238	264	639	4.5	4.3	10.5	53.6	62.1	45.0
Oct.-Jun.	5,722	7,741	11,067						
Jul.	98	104	317	1.8	1.9	5.6	48.3	62.9	46.8
Aug.	68	66	175	1.3	1.4	3.0	48.5	56.7	46.6
Sep.		55	110		1.1	2.0		57.5	45.1
Season		7,977	11,697					42.5	36.5

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

Table 25.--Fresh grapefruit, California-Arizona: Consumer purchases, percentage of families buying, and average prices paid October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	2/	156	74	0.9	3.0	1.9	2/	80.7	102.1
Nov.	107	137	102	2.2	2.6	2.0	82.3	79.5	87.4
Dec.	197	201	163	3.0	2.8	3.4	83.8	69.1	73.0
Oct.-Dec.	384	535	388						
Jan.	200	226	198	2.8	3.3	3.0	80.8	67.0	71.3
Feb.	243	279	204	3.1	3.9	3.3	77.4	71.5	70.5
Mar.	239	281	209	3.1	3.9	3.3	78.4	71.7	71.8
Oct.-Mar.	1,129	1,390	1,052						
Apr.	239	283	200	3.2	4.3	3.1	81.9	79.5	71.4
May	216	258	178	3.1	4.8	2.8	93.1	92.0	78.0
Jun.	167	175	148	2.9	3.9	2.6	103.0	112.5	89.1
Oct.-Jun.	1,780	2,148	1,620						
Jul.	84	97	89	2.0	2.5	2.5	129.4	134.0	104.5
Aug.	91	76	82	2.4	2.0	2.4	119.3	143.7	115.0
Sep.		38	89		1.2	2.9		153.4	110.7
Season		2,376	1,902					84.3	81.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

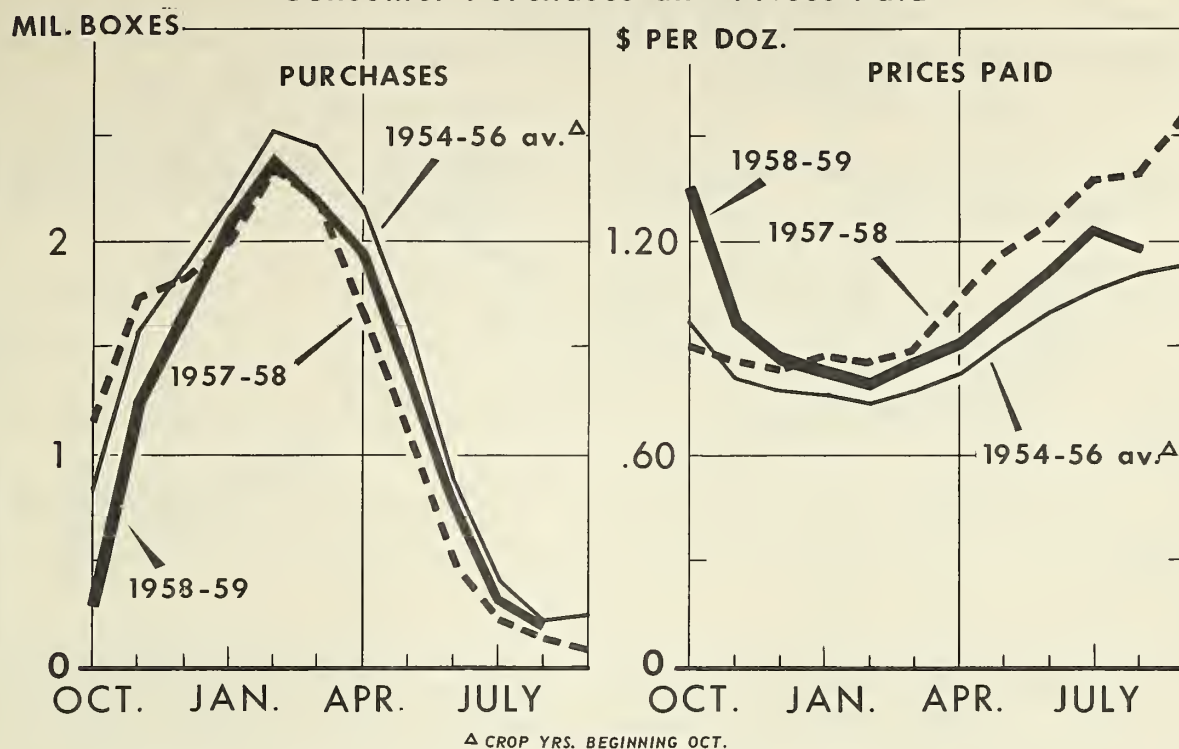
Table 26.--Fresh grapefruit, Florida: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1958-59	1957-58	1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1954-55/ 1956-57
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	133	628	409	4.4	13.3	6.6	121.6	92.3	94.4
Nov.	690	1,066	920	13.4	17.0	15.8	98.9	87.5	82.8
Dec.	916	1,024	1,092	14.2	15.3	17.9	91.2	92.7	80.7
Oct.-Dec.	1,910	2,985	2,701						
Jan.	1,091	1,028	1,219	16.1	15.2	18.2	90.2	99.2	81.7
Feb.	1,300	1,137	1,442	17.4	17.0	19.7	85.3	97.1	78.4
Mar.	1,260	1,055	1,448	17.3	16.3	19.4	89.8	100.9	80.7
Oct.-Mar.	5,883	6,500	7,188						
Apr.	1,170	793	1,285	16.2	12.8	17.6	93.9	118.4	85.4
May	804	490	940	12.3	9.4	13.9	104.7	142.8	95.9
Jun.	384	135	462	7.1	3.3	8.5	116.3	148.8	105.6
Oct.-Jun.	8,306	7,987	10,055						
Jul.	146	36	169	2.9	1.1	3.8	116.8	150.4	108.6
Aug.	55	2/	65	1.1	.5	1.5	112.1	2/	111.1
Sep.		2/	76		.3	4.3		2/	112.0
Season		8,052	10,371					101.1	85.1

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Too few purchases reported for analysis.

ALL FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 13

NEG. 6658-59(10) AGRICULTURAL MARKETING SERVICE

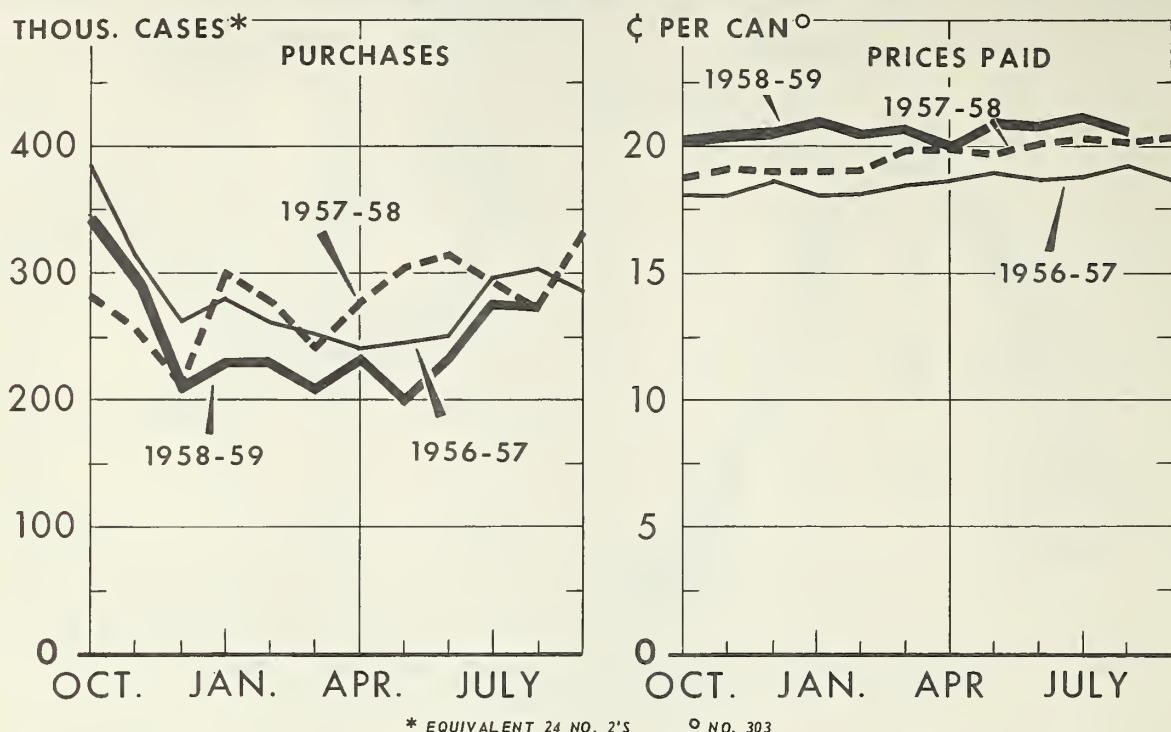
Table 27.--Fresh grapefruit, all areas: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period ^{1/}	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average 1954-55/ 1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	Average 1954-55/ 1956-57
	boxes	boxes	boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	291	1,152	827	9.0	22.7	12.8	134.0	90.8	96.8
Nov.	1,243	1,726	1,583	23.4	26.6	24.6	96.7	85.9	82.4
Dec.	1,664	1,825	1,889	25.0	24.8	27.9	87.8	83.8	78.5
Oct.-Dec.	3,543	5,146	4,787						
Jan.	2,105	2,000	2,199	28.4	27.7	29.8	83.6	88.5	77.4
Feb.	2,376	2,336	2,526	30.4	31.4	31.8	90.8	86.1	74.3
Mar.	2,178	2,193	2,440	28.2	30.1	30.9	86.1	89.6	77.7
Oct.-Mar.	10,749	12,266	12,619						
Apr.	1,958	1,638	2,153	26.6	23.7	28.4	91.2	103.0	82.1
May	1,383	1,085	1,587	20.1	18.4	22.4	101.4	116.6	91.5
Jun.	774	496	896	13.2	10.0	14.7	111.8	125.0	99.9
Oct.-Jun.	14,992	15,656	17,573						
Jul.	312	226	421	6.3	5.3	8.6	122.7	137.0	105.9
Aug.	200	137	225	4.3	3.3	5.2	118.8	138.2	111.4
Sep.		81	256		2.3	10.2		155.3	112.7
Season		16,128	18,519					94.0	83.0

^{1/} Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 14

NEG. 6654-59 (10) AGRICULTURAL MARKETING SERVICE

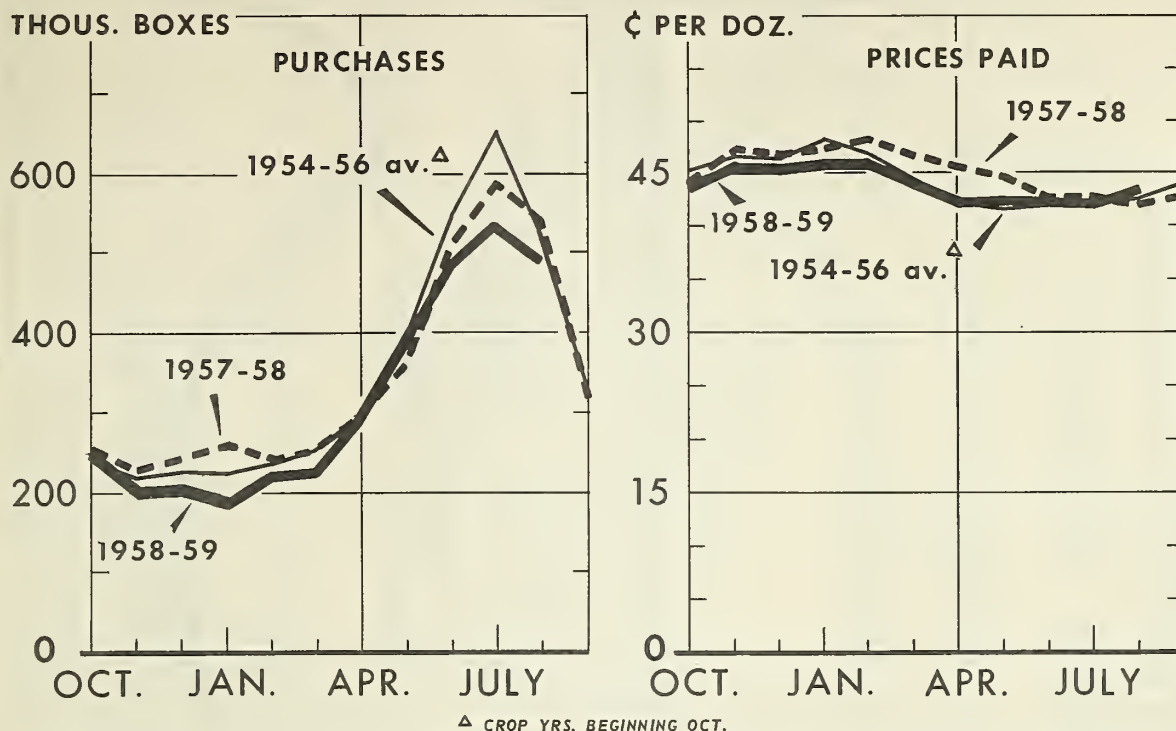
Table 28.--Canned grapefruit sections: Consumer purchases, percentage of families buying, and average prices paid, October 1956 to date

Period 1/	Purchases			Families buying			Prices paid per No. 303 can		
	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57	1958-59	1957-58	1956-57
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	345	282	384	5.7	5.2	6.7	20.3	18.7	18.1
Nov.	289	256	313	5.5	4.8	5.6	20.4	19.1	18.0
Dec.	211	209	261	4.0	4.1	5.0	20.5	19.0	18.6
Oct.-Dec.	897	803	994						
Jan.	229	300	280	4.6	5.4	5.3	21.0	19.0	18.1
Feb.	230	279	260	4.1	5.3	5.0	20.4	19.0	18.1
Mar.	209	240	250	4.1	4.7	4.6	20.7	19.8	18.5
Oct.-Mar.	1,628	1,675	1,853						
Apr.	231	278	238	4.3	5.1	5.0	20.1	19.8	18.6
May	200	303	242	3.9	5.7	5.0	20.9	19.7	18.8
Jun.	233	312	248	3.9	5.8	4.6	20.7	20.1	18.6
Oct.-Jun.	2,152	2,649	2,638						
Jul.	276	292	296	4.4	4.7	5.3	21.1	20.2	18.7
Aug.	271	273	301	4.2	4.6	5.4	20.4	20.1	19.1
Sep.		331	285		5.4	5.1		20.3	18.7
Season		3,614	3,588					19.6	18.5

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...480 oz. per case.

FRESH LEMONS

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 15

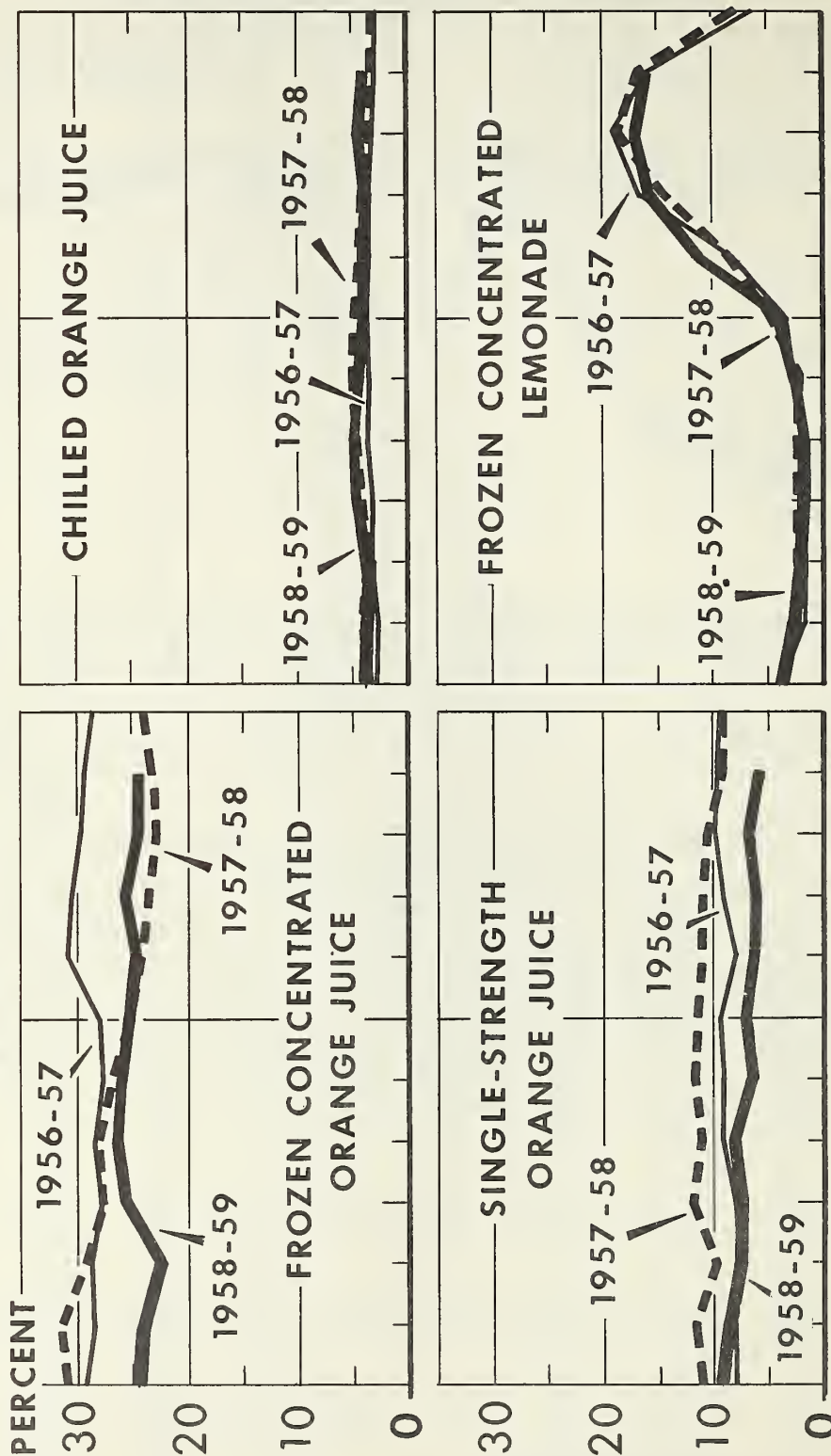
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Table 29.--Fresh lemons: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date and 3-year monthly average 1954-56

Period 1/	Purchases			Families buying			Prices paid per dozen		
	1958-59	1957-58	Average	1958-59	1957-58	1956-57	1958-59	1957-58	Average
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	248	259	243	16.0	17.2	17.5	43.9	44.1	45.1
Nov.	201	226	221	14.6	16.0	17.2	45.2	47.1	46.6
Dec.	203	243	227	14.6	17.1	17.1	45.2	46.6	46.4
Oct.-Dec.	703	790	757						
Jan.	189	261	223	13.9	17.6	16.5	45.7	46.9	48.1
Feb.	220	242	238	15.1	18.0	17.2	45.7	47.8	46.4
Mar.	227	251	251	15.6	17.2	17.8	43.9	46.5	44.5
Oct.-Mar.	1,395	1,604	1,528						
Apr.	296	295	293	18.3	19.3	19.5	42.4	45.2	42.3
May	393	363	394	21.8	21.7	21.9	42.3	44.6	41.7
Jun.	484	508	544	24.4	25.8	29.6	42.3	42.7	42.0
Oct.-Jun.	2,746	2,888	2,867						
Jul.	530	585	653	25.3	29.3	30.4	42.2	42.7	42.3
Aug.	484	538	525	24.0	25.9	25.8	43.4	42.0	42.6
Sep.		317	324		18.6	19.5		42.8	44.0
Season		4,429	4,480					44.2	43.6

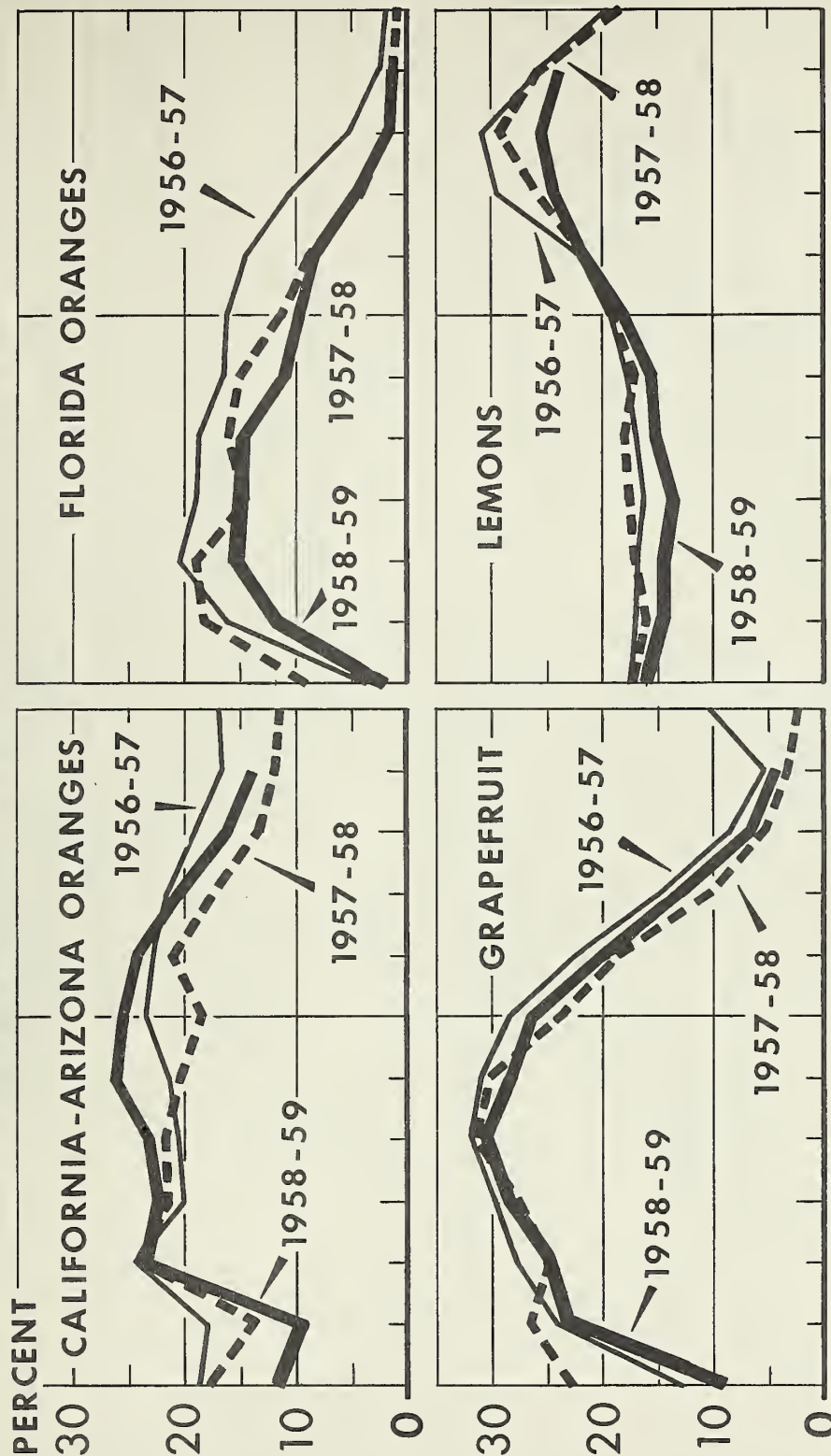
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

PERCENTAGE OF FAMILIES BUYING SELECTED CITRUS JUICES



OCT. JAN. APR. JULY OCT. JAN. APR. JULY

PERCENTAGE OF FAMILIES BUYING SELECTED FRESH CITRUS FRUITS



OCT. JAN. APR. JULY OCT. JAN. APR. JULY

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